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# MORE MILK *for* MORE CHILDREN



# How the School Milk Program Works

1. The School Milk Program must be underwritten by a local sponsor—school, school authority, Parent-Teacher Association, or other responsible group—who will make all negotiations with dairies and provide the limited facilities needed for serving the milk.
2. The sponsor will sign an agreement with the Agricultural Marketing Administration in which the sponsor agrees to purchase and distribute the milk to the children. The AMA agrees to reimburse the sponsor in an amount equal to the farmer's price for unprocessed milk.
3. The sponsor assumes responsibility for all handling costs. To meet them, wholly or partly, the sponsor may charge each child *not more* than a penny a half pint for the milk.

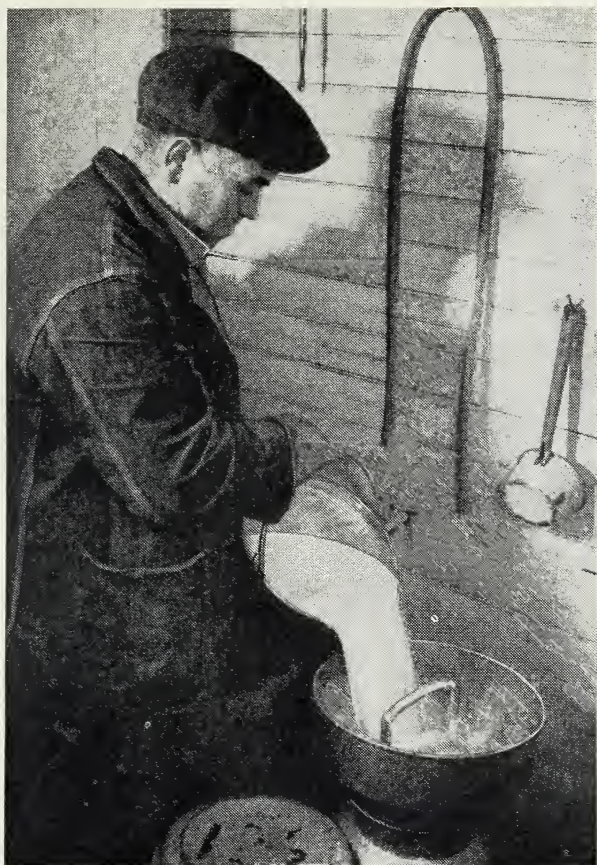
Applications for the School Milk Program may be sent to the nearest regional office of the Agricultural Marketing Administration

or to the

**Agricultural Marketing Administration**  
U. S. DEPARTMENT OF AGRICULTURE  
Washington, D. C.







**M**ORE milk for more children builds healthier citizens and, by opening wider markets for milk, encourages dairy farmers in their vastly expanded war-time production effort.

The School Milk Program of the Agricultural Marketing Administration makes it possible for local communities everywhere to cooperate with the efforts of the United States Department of Agriculture to increase the flow of milk from the farms where it is produced to schools where children can drink more of it. Thus, by broadening the market for fluid milk, chief source of the dairyman's income, the program provides farm incentive to produce enough milk to meet the urgent needs of the United Nations, whether military or civilian.



Wartime production goals call for huge quantities of milk for processing into cheese and into dry skim, evaporated, and condensed milk for convenient packaging, storing, and shipping. But farmers receive lower prices for milk sold for such purposes than they get for their fluid milk. Farmers who supply fluid markets cannot afford to produce more milk unless a substantial proportion of it is sold as fresh *drinking* milk.

It has been estimated that the milk produced by more than a million cows would be required to supply the improved farm market that would result if every child drank at least a half pint of milk every day at school. Today, only a small part of that market is being tapped. Millions of boys and girls are not drinking all the milk they need to build sound teeth and a strong framework for their growing bodies. A surprisingly large number are not drinking any milk—valuable as it is for growth, and as a weapon against one of the most dangerous enemies of democracy, malnutrition. Thus handicapped, children are not able to enjoy the full advantage of educational opportunities provided at community expense. They are not fully armed for citizenship.

To the extent that the popularly called "penny" milk program becomes established in communities, it helps to



wipe out malnutrition, and it provides an addition to the farmers' market for fluid milk. By promoting the use of more milk by more children, it brings immediate benefits to the dairy industry and serves, as well, the long-time purpose of encouraging the milk-drinking habit.

Started on an experimental basis in Chicago in June 1940, the program has consistently proved successful in increasing the volume of milk consumed. After test periods in Chicago and New York City, it was put on a continuing basis in those cities, and as a result, consumption jumped more than 400 percent in participating schools in Chicago and 550 percent in New York City schools. The program then was started in other areas, where comparable increases were noted.

During this experimental stage, the significance of the program has been far out of proportion to the actual quantities of milk consumed. Attention of fathers, mothers, teachers, city and school officials, and of the children themselves—in other words, of all those who have shared in the program—has been focused as never before on the value of drinking milk both at school and in the home.





Children look forward to "milk recess" because it means a time to relax, to talk with one's schoolmates, as well as to drink a cool, refreshing half pint of milk. Teachers report that the "milk interlude" gives the children renewed interest in their school work, and that, in time, it shows its effects in better health.

Children enjoy doing things in groups, and milk drinking is no exception. Sometimes the mother who found it hard to get her children to drink milk at home discovers hearty milk drinkers at her table after the program starts in school. Occasionally, children who have never tasted milk learn to drink it in the classroom and carry the habit back to the family circle.

The operation of the School Milk Program is simple. To a large extent, its effectiveness depends on the local sponsor, which may be the school authorities, a Parent-Teacher Association, or other responsible group. Briefly, here is how it works:

The Agricultural Marketing Administration will sign an agreement with a school or sponsoring group whereby it will pay the farmer's price for the milk, and the school



or sponsor will pay the dairy for pasteurizing, bottling, and delivering the milk to the school. If the school or sponsor is not able to defray handling costs, each child may be charged a penny a half pint to wholly or partly cover such costs. In no case must the child pay *more* than a penny a half pint. If the handling costs exceed a penny a half pint, the school or sponsor must contribute the additional amount. The only other requirement is that the school or sponsor assume the responsibility for making all negotiations with dairies and for providing the limited facilities needed for serving the milk.

The community thus takes the lead in starting a milk program in its schools and furnishes the driving force to carry it through successfully. Community and Government share the cost of this democratic, cooperative enterprise in the American tradition; the gains are shared by the entire Nation. Farmers have an immediate market for part of their increased milk production, and more children drink more milk for sound, robust health.





Under the program, public schools, denominational schools, nursery schools, community centers, settlement houses, children's homes, child-aid centers, boys' clubs, or like institutions or organizations not operated for profit may participate.

Applications for participation in the School Milk Program may be sent to the nearest regional office of the Agricultural Marketing Administration or to its headquarters office, United States Department of Agriculture, Washington, D. C.

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